

REMARKS

Reconsideration of this application is respectfully requested. Claims 1, 17 and 33 have been amended. These amendments are supported by specification as filed, for example in ¶¶ 0042-0043. Thus, no new matter is added.

All of the presently pending claims are patentable over Begeja et al. (US PG PUB 2003/0030752) in view of Logan et al. (US PG PUB 2003/0093790). The Office Action agrees that Begeja does not discuss the user-defined sequencing recited in the claims but cites Logan for such teachings. Even if true, however, neither of these references describes automatic insertion of one or more iTV application elements within the composite VOD clip according to characteristics of the component VOD clips comprising the composite VOD clip, as presently claimed. For example, Begeja describes a presenting clips and in some cases including a “more” or a “complete” button in the user interface (see Begeja at ¶25), however, these interface elements are not automatically inserted within the composite VOD clip according to characteristics of the component VOD clips comprising the composite VOD clip, as presently claimed. Logan describes a system where user can create a playlist and based on the metadata associated with the playlist the system can selectively record and play desired programming to the user. Logan Abstract, ¶¶ 0360-0366. However, Logan neither teaches nor suggests automatic insertion of one or more iTV application elements. Hence, even if the references were combined in the manner suggested in the Office Action, features of the present claims would still be lacking from the combined teachings.

Adding the teachings of Shimomura et al. US Patent 6,526,580, to those of Begeja and Logan does not alter the conclusions set forth above. Shimomura is cited for purportedly describing a method of traversing a decision tree. Even if true, and assuming such teachings were added to those of Begeja and Logan, this does not alter the above conclusions regarding the patentability of the present claims. There is no mention of automatic insertion of one or more iTV

application elements, as claimed. Consequently, all the present claims are patentable over this combination of references.

Adding the teachings of Mitchell US PGPUB 2002/0162120, to those of Begeja and Logan does not alter the conclusions set forth above. Mitchell is cited for describing a system that transmits metadata using URLs. Even if true, and assuming such teachings were added to those of Begeja and Logan, this does not alter the above conclusions regarding the patentability of the present claims. There is no mention of automatic insertion of one or more iTV application elements, as presently claimed. Consequently, all the present claims are patentable over this combination of references.

For at least the above reasons, the preent claims are patentable over the cited references. If there are any additional fees due in connection with this communication, please charge our deposit account 19-3140.

Respectfully submitted,

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